

# Feed A Bin Not A Gull



# South Ayrshire

- Population 112,680
- Urban /Rural Authority
- 55 mile coastline



# South Ayrshire Tourist Destination

- Robert the Bruce
- Robert Burns
- John Loudon McAdam
- Birthplace of Open Golf
- Trump Turnberry



## Background

- Large number of complaints from residents, businesses and visitors each year in relation to nuisances caused by gulls.
- Concern that the problem would harm the areas reputation as a holiday/tourist destination.
- No powers or duties on Local Authorities to deal with gull nuisance, however complaints were directed to Environmental Health and Waste Management.

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## Approach to try and tackle the issues

- Small working group set up led by EH and supported by Waste Management, communications and design team
- Identified Ayr town centre and beach as the trial area due to volume of complaints
- Small budget identified of £9000 (not including new bins)
- Identified the local businesses and schools as the drivers to deliver the message

# School Involvement





# Infrastructure



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# Launch of the Campaign

- Campaign was launched end of March 2018 and coincided with start of Easter Holidays and the gull nesting season.
- Art work attached to bins, council vehicles, bollards, lampposts
- Competition to count the number of gull foot prints along the beach ran for duration of holidays
- New bins installed throughout the trial area



# Various Campaign Material



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## Improvements Achieved and Challenges Overcome

- General positive feedback from members of the public and businesses.
- Neighbouring authority impressed with art work they have asked to utilise it for similar campaign.
- During the pilot year number of complaints increased it was thought that this was due to public awareness of issue and knowing who to contact.
- Main challenge we faced was to change public behaviour

# Future targets and Goals

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- We are currently rolling out campaign across Troon, Prestwick and Girvan
- Waste Management looking at implementing time restrictions on time commercial businesses can present waste for collection
- Hoping to see a decrease on the number of complaints around gull nuisance

**Thank You**